

TRADE
DEVELOPMENT
ALLIANCE
of
GREATER
SEATTLE

In This Issue

Membership Information, **page 6,7**
Export Yellow Pages, **page 8**
Export Promotion Seminar, **page 8**
Entering the Dragon, **page 9**
Co. Profile: Pacific Northwest Advisors, **page 10**
Co. Profile: Waggener Edstrom, **page 11**

Almost Like Home

International visitors feel at ease in Greater Seattle

For international businesses and local companies with international clients, the ability to make international visitors feel secure and comfortable is a key to success.

Fortunately, Greater Seattle offers a diverse array of the cultural comforts that make international clients and residents feel welcome. That's why one third of our region's jobs are dependent on international trade. The region is also home to a large ethnic population. Just under ten percent of Snohomish County, a little more than 8 percent of

Pierce County, and 15 percent of King County's population is foreign born. More than ten percent of passengers through Sea Tac Airport are interna-



Amateur soccer players represent their country at the annual All Nations Cup, a local tournament that brings together the diverse cultural communities of the Puget Sound region.

Celtic Tiger

Study Mission to Dublin & Belfast

The roar of a Celtic tiger has been heard throughout Europe and the world over the past 15 years. Developing countries study how Ireland was

able to rise from an island backwater to one of Europe's most dynamic countries. A Greater Seattle delegation of business, education, government and civic leaders will visit Ireland in May 2005 to understand its strategy and progress, as well as strengthen Irish-Greater Seattle relations.

The Trade Development Alliance and Greater Seattle Chamber of

Commerce annually organize a benchmarking and relationship-building visit to a world class city. The delegation receives an educational experience like no

Continued on page 2

Continued on page 4

International, continued from page 1

tional, totaling 2.3 million people. In Greater Seattle, global cultures are at home.

MULTILINGUAL COMMUNICATION

More than 444,000 people in Pierce, Snohomish and King counties speak languages other than, or in addition to, English. Throughout the region there are numerous resources for non-English speakers. The Trade Alliance website--seattletradealliance.com--offers an overview of Greater Seattle in 15 different languages. In our business directory you can search for language and translation services and other trade related resources.

A wide variety of ethnic and local foreign language papers are produced in the region, such as *Russian Seattle*, *Northwest Asian Weekly* and *The European Weekly*. These publications keep our international visitors and residents up-to-date on what's going on in their communities. Many of these



Ichiro receives plaque for breaking most hits in season record

periodicals can be found in the region's public library systems. Everett, Tacoma and Seattle Public libraries

carry more than 35,000 non-English titles in 54 languages, with large collections of Chinese, Japanese, Russian, German, Spanish, Vietnamese, Korean and French language items.

GREATER INTERCULTURAL TRADITIONS

The people of the Puget Sound region are passionate about respecting, learning and celebrating

the many cultures of the world, which is one reason why so many international organizations exist here.



Buddhist Church in Tacoma

The Ethnic Heritage Council supports the region's cultural groups and promotes ethnic and cultural programs, meetings and events. Throughout the year Seattle Center hosts a series of events called Festál, which celebrates international culture through dances, drumming, demonstrations, hands-on workshops, children's activities, music, and food.

In Tacoma a popular weekend event called Ethnic Fest features the numerous cultural and ethnic groups that make Pierce County a comfortable place for international business. The city's International Film and Food Festival, which begins February 3rd, celebrates Tacoma's diverse sister city relationships.

The Puget Sound region also boasts a host of cultural community centers, clubs and museums.



BrasilFest at Seattle Center

Museums like the Nordic Heritage Museum and community organizations such as The Arab Center of Washington teach understanding and support our international communities in Washington. Parks and gardens in the region also reflect our international bent. The Japanese and Chinese Gardens in Seattle and Tacoma bring the beauty of eastern art to the Pacific Northwest of the United States.

The Ethnic Heritage Council supports the region's cultural groups and promotes ethnic and cultural programs,

Continued on page 3

International, continued from page 2

In sports, international athletes such as Ichiro Suzuki and Edgar Martinez of the Seattle Mariners have brought fans from across the globe to our region. International community events, such as the All Nations Soccer Cup, in which local players represent their country of origin, make international visitors feel at home.

WORLD FOOD

Whether you prefer eating out on the town or



Ethnic Grocery Stores

you need ingredients to make your favorite international dish, Greater Seattle's international food retailers offer you a world of choices. Get modern Italian

cuisine at Lombardi's Cucina restaurant in Everett, find products you thought only existed in the markets of Japan at Asian grocer Uwajimaya in Seattle, and pick up a Mexican Coca-Cola at El Mercado Latino in Tacoma or Seattle's Pike Place Market. There are very few regions in the United States where Phò



Sample of International Publications in Puget Sound

(Vietnamese noodle soup) restaurants may outnumber delis, but in the Puget Sound region international cuisine is omnipresent.

INTERNATIONAL EDUCATION

The education system is an important part of why the people of the Puget Sound area embrace international visitors and residents. At the primary level, John Stanford International School helps children attain a "global perspective." The school focuses on cultural understanding; language immersion begins in the first year of kindergarten. At a secondary level, a



Seattle Chinese Garden

local non-profit, OneWorld-Now, offers an after school program in global leadership and language instruction. More than half of the partici-

pants were born outside the United States.

Thousands of students in the region study international affairs, cultural, and linguistics courses and study abroad. These students are also learning from their peers. At the University of Washington alone, the International Services Office provides assistance to 2,500 nonimmigrant students and 1,500 visiting faculty and scholars, representing over 100 countries.

GLOBAL RESPECT

With over 1,637 different congregations in Snohomish, Pierce and King Counties, diverse religious practices and beliefs are supported and respected in the Pacific Northwest. From the Tacoma Buddhist Church to the Northgate Mosque and the Seattle Greek Orthodox Churches, a variety of churches, mosques and temples support the many faiths of our international visitors and residents.

In Greater Seattle international business people and international businesses can enjoy many of the comforts of home, and most importantly, the feeling that they are welcomed and appreciated.

Ireland, continued from page 1

other on best practices in a global economy. No city, country or culture has a monopoly on innovation and new ideas. Solutions to urban problems reside in all cities. The 2005 visit will focus on all of Ireland, north and south, from Belfast to Dublin.

The visit will begin in Belfast, Northern Ireland, a region emerging from a history of “troubles” that goes back hundreds of years. A period of peace and negotiation has led to economic revival and urban redevelopment throughout the north. The region has the assets of quality of life, great universities and a highly educated workforce. Belfast's economy has reemerged as peace and negotiation have prevailed. The city's economy is helped by the presence of Queens College and a new science park. In addition, Belfast has redeveloped the river Lagan's waterfront.

The visit will also explore Londonderry/Derry, a beautiful, walled city and growing center of technology. We will visit Lisburn, which has a long

than the Puget Sound Region. Since Dublin is the seat of the central government, decision-making is more diffused between national and local



A recently opened Starbucks Coffee shop, located in the heart of Belfast.

government. The Dublin metropolitan area has many local governments generating local complexity, much like the Puget Sound area.

The Irish economy has reached a point where Forfás, the Irish economic strategy agency, commissioned a study issued on July 7, 2004 entitled



A picture of Dublin's Luas Tram System, recently put into service.

relationship with Seattle through many visits of delegations to the Greater Seattle region.

The trip south will be a seamless crossing of a non-existent border as the European Union integrates the new member countries and borders become meaningless.

Dublin is the center of the Irish economy and a city slightly smaller than Seattle. With four million people, the country of Ireland is only slightly larger



Trinity University in Dublin. Universities will be another area explored during the 2005 ISM.

“Ahead of the Curve— Ireland’s Place in the Global Economy.” The study had two central recommendations: 1) noting that the country needs to

Continued on page 4

Ireland, continued from page 4

develop "expertise in international markets to promote sales growth," and 2) Ireland must build "technology and applied research and development



View of the River Liffey flowing through Dublin.

of high-value products and services."

Dublin has just opened the first two lines of a tram system—the Dublin LUAS tram system; these lines are the beginnings of a comprehensive light rail line. The popularity of the first two lines has sparked political support for expansion. The tram investment is part of a concerted effort by the Irish and Dublin governments to deal with one of the side effects of the growing prosperity—traffic. The transportation system planning is tied to land use. The Dublin metropolitan region is working to deal with the rising housing costs that drive people further away, lengthening their commute and exacerbating the traffic congestion.

Dublin is home to great universities. Trinity is the best known, but Dublin City University and University College Dublin are among many other top-notch educational institutions in the region. One of the underlying keys to economic success is the highly educated workforce. Forfás is the national policy advisory board for enterprise, trade, science, technology and innovation. The Forfás agency's broad umbrella includes the Science Foundation. In Ireland, science policy supports Ireland's economic

policy. Forfás also has the Skills Council in its agency cluster. A foreign investment recruitment organization, the Skills Competitiveness Council and Enterprise Ireland all work together under one agency to help indigenous businesses—it is an integrated economic development program in concert with a strategy body.

Dublin has developed an "Economic, Social and Cultural Strategy." This strategy is called "Dublin—A City of Possibilities." The "heart" of the strategy is "A City of Neighborhoods." The strategy covers economic, environment, housing, family issues, as well as six other areas.

Dublin and Ireland are connected to our region in many ways. Microsoft has over 1200 employees as part of their European operations. Three airlines and leasing companies use Boeing products, including Ryanair. Starbucks has entered the Irish market with stores opening in Belfast and Dublin late last year. Tacoma studied Dublin when developing "The Wired



The factory where the Titanic was built in Belfast.

City." Our region will become more wired into Dublin and Belfast during the study mission this spring.

For all travel & registration questions contact Anne Maria Jacobson at 206.389.7220 All inquiries regarding program content contact "A" Boungjaktha at 206.389.7289.

New members of the Trade Alliance

Altus Alliance

Altus Alliance helps promising early stage ventures or later stage businesses launching new products accelerate their business models by offering strategic counsel as well as execution.

Athena Marketing International

Athena Marketing International LLC is a specialized sales, marketing and consulting firm. AMI provides food and beverage companies with solutions to expand their global business.

City University

City University is a private, nonprofit institution of higher education founded thirty years ago to serve working adults wanting to pursue educational opportunities without interrupting their careers.

Robert C. Randolph, Inc.

Robert Randolph Inc. provides a full range of mediation, arbitration, facilitation and other dispute resolution services. Bob Randolph focuses on the use of mediation and arbitration to resolve international commercial disputes.

Shoreline Bank

Shoreline Bank is a new commercial bank located in Shoreline, Washington. Founded in the Fall of 1999, the bank is dedicated to building customer relationships through superior service.

Sinometrics

Sinometrics provides multilingual software localization and document translation services to assist clients in globalizing products and reaching worldwide audiences.

For more information, or to establish your company's membership, contact Deric Gruen, (206) 389-7319, dericg@seattlechamber.com

MEMBER

The Trade Alliance welcomes companies to join our membership. Nearly 100 members. For an annual fee of

- * be included in our data bank according to your specific geographic and business interests.
- * be informed about international business visitors and opportunities to participate in outbound trade missions to targeted international markets via our "matchmaker" program.
- * receive reduced rates for Trade Alliance programs and marketing materials.
- * be featured on the Seattle Business Directory and Business Trip Guide on the Trade Alliance's web site.

Welcome to our new

Washington Department of Community, & Economic Development

Thank you to our current

Asian Pacific Associates
Attachmate Corporation
Benaroya Research Institute
at Virginia Mason
The Boeing Company
The Commerce Bank
Davis Wright Tremaine L.L.P.
Denny Miller Associates
Fred Hutchinson Cancer Research Center
Hidden Heritage of Fiji
Invest Northern Ireland (Invest NI)
Kobe Trade Information Office
Lane Powell Spears Lubersky LLP
Microsoft Corporation
Miller Nash LLP
Pacific Northwest Advisors

MEMBERSHIP

Companies and organizations
by 200 firms are currently
\$150 your company will:

- * be asked to serve on ad hoc committees concerning Trade Alliance policy and planning;
- * receive our quarterly newsletter and other regular mailings.
- * receive free and automatic linkage from our Internet site to yours.

For more information, or to establish your company's membership, contact Deric Gruen, (206) 389-7319, dericg@seattlechamber.com

Best patron member!

Trade and Economic Development

Current patron members!

Perkins Coie
 Philips Medical Systems, Ultrasound
 Preston Gates & Ellis L.L.P.
 Regal Financial Bank
 Rowley Enterprises, Inc.
 Starbucks Coffee Company
 State of Washington Department of Community,
 Trade and Economic Development (CTED)
 The Commerce Bank
 US Bank
 Waggener Edstrom, Inc.
 Washington First International Bank
 Washington Mutual, Inc.
 Wells Fargo HSBC Trade Bank
 Westin Hotel
 Williams, Kastner & Gibbs PLLC

**The Trade Alliance thanks those
 renewing memberships since
 November**

5+ Years with the Trade Alliance

Boeing Company
 Central Washington University
 Certech International, Inc.
 Everett Area Chamber of Commerce
 Fedex Trade Networks
 Global Business Center, UW Business School
 Golden Bridge International
 Hillis Clark Martin & Peterson, P.S.
 HomeStreet Bank
 Ivar's Acres of Clams
 Port of Bremerton
 Preston, Gates & Ellis L.L.P.
 Renaissance Seattle Hotel
 The Washington State Department of Community,
 Trade and Economic Development (CTED)
 Totem Ocean Trailer Express, Inc.
 Washington First International Bank
 Weyerhaeuser Company
 Wright Runstad & Company

1 - 4 Years with the Trade Alliance

Benaroya Research Institute at Virginia Mason
 Congruent Software, Inc.
 Dorsey & Whitney L.L.P.
 Nike Corporation
 North America Industrial Investment Co. Ltd.
 Rockey Company/Hill & Knowlton
 Seattle-Chongqing Sister City Association
 Starbucks Coffee Company
 The Commerce Bank
 Waggener Edstrom Inc.
 World Vision

The Export Yellow Pages

Special Offer Via the Trade Alliance

The U.S. Department of Commerce Export Yellow Pages is making a special offer via the Trade Development Alliance. As you may know, one of the key missions of the Department of Commerce is to advance the cause and increase the sales of U.S. exporters and export service providers. For over a decade, The Export Yellow Pages has been a key ingredient in the success of that mission. The department is gearing up to publish the 2005 Edition in the coming weeks.

The Export Yellow Pages is an invaluable aid to U.S. exporters seeking to gain an audience with international buyers and distributors, and to export service providers who can facilitate those transactions. Distributed through U.S. embassies and consulates overseas, and through U.S. Department of Commerce Export Assistance Centers nationwide, the global accessibility of The Export Yellow Pages makes this directory a cornerstone of any U.S. company's export plans. And the searchable,



dynamic web version of that directory means that your contact information is available anywhere in the world, 24/7.

Through the Trade Development Alliance of Greater Seattle, they are offering companies a FREE business profile for 2005. By registering, your business will be marketed to key decision makers in the international trade community. This includes buyers and distributors who make purchasing decisions every day, and are looking for quality U.S. goods and services. Take your position in the global economy today!

For more information on the Export Yellow Pages and to take advantage of this offer, go to www.myexports.com/new/

Export Promotion Seminar

Get into the Export Game

Some companies in the Puget Sound area that could export currently are not. An upcoming program organized by King County in partnership with a variety of international trade organizations, including the Trade Alliance, is working to encourage more of these companies to get into the export game.

King County and its partners are hosting a half-day Export Promotion Symposium that will take place on March 23, 2005 at the Washington State Convention and Trade Center. The Export Promotion Symposium is designed for small and medium-sized companies located throughout the region that have little or no previous exporting experience. This event will showcase two specific exporting sectors, manufacturing and software. In addition, a special country profile on China will highlight that country's enormous economic potential and include useful information for companies interested in exporting to Asia.

Exporting specialist Jeff Ake, a nationally recognized entrepreneur and export specialist, will provide the keynote address and point out the profitability of exporting products and services overseas. The Export Promotion Symposium will also feature company representatives from successful exporting companies as well as international trade specialists who will discuss sector trends, identify global opportunities, and offer advice on how companies can be more competitive internationally.

Immediately following the Symposium, an Information and Resource Gallery will be held featuring event partners, sponsors, and representatives from a range of export service companies including shippers, international banks, and public and private export resource organizations.

To register, contact Michelle Grey at the Trade Development Alliance, telephone: (206) 389-7301, MichelleG@seattlechamber.com. For program questions, please contact Allison Clark at the King County Office of Business Relations and Economic Development, (206) 296-1939.

Enter the Dragon

Business and Trade Mission to China

The Trade Development Alliance of Greater Seattle is organizing a business and trade mission to China for December 2005. It will be a great chance to explore this huge, dynamic and growing market.

Why China?

The sheer market size and geographical area represented by China, as well as its ranking among our top three trading partners in recent years, make this an important market for our region's attention. China is a significant current and future trading partner for us, with Washington exports totaling \$3.2 billion in

Boeing, Starbucks, Weyerhaeuser, and Costco, as well as many of our small and medium sized companies have significant business interests in China.

2003. Aircraft, agricultural products, forest products, high-tech equipment, and seafood are among our state's top export commodities to China. Boeing, Starbucks, Weyerhaeuser, and Costco, as well as many of our small and medium sized companies have significant business interests in China.

Prosperous South China

The Trade Alliance is targeting southern China for its 2005 mission. China's richest cities are in the south, as it was the first region to be opened to the outside world with China's first five Special Economic Zones all located here. In terms of GDP per capita, among Chinese cities, Shenzhen, Guangzhou, and Xiamen all rank in the top ten, ahead of Shanghai and Beijing.

Much of that development has been fueled by the region's proximity to Hong Kong and Taiwan. With Hong Kong as its gateway, Guangdong Province has become China's largest light industrial production center. Last year our state opened a trade office in the provincial capital of Guangzhou. Guangzhou was selected as the location for the state's second office in China because of its concentration of businesses that are potential trade or investment partners for Washington companies. Bordering Guangdong Province, Fujian is another prosperous area of China, particularly the city of Xiamen and the provincial capital of Fuzhou. Fuzhou is Tacoma's sister city in China and the ports also have a cooperation agreement. This fall's business mission is a great chance to deepen existing and open new relationships between our region and this emerging economic giant.

For information on the 2005 Business & Trade Mission to China, including finalized dates, registration and cost as they become available, please contact Lili Hein at 206-389-7227 or by email at lilih@seattlechamber.com

.....



Happy Chinese New Year from the Trade Development Alliance of Greater Seattle. Have a prosperous Year of the Rooster

Company Profile: Pacific Northwest Advisors

A Patron Member of the Trade Alliance

Pacific Northwest Advisors is a Seattle-based international network of 23 experienced business professionals with direct representation and alliances in the U.S., Asia, Latin America, Europe, the Middle East and Gulf Region, and operational familiarity and working relationships with over 50 countries.

For over a decade, PNWA has offered its U.S. and foreign clients a wide range of services including strategic planning, relocation services, joint venture development, government relations, international trade and marketing, business, law, banking, finance, and market research. Working with PNWA, our clients can achieve superior business performance, save time and money, reduce effort and “information overhead”, and lower the risk of failure.

PNWA has steadily expanded its capabilities to serve its clients. Examples:

- **In-House Seminars.** PNWA, working with Seattle University’s Albers School of Business and Economics (ASBE), now offers a new and cost-effective way for companies to “tool up” for international business opportunities. To get around the expensive “off-site” training approach, PNWA’s customized “in-house” seminars provide a cost-effective way for companies to benefit from the expertise of PNWA’s global business advisors plus the extensive research, analytical and educational resources available through ASBE. In-house seminars are sharply customized to meet client needs and provide clients with the skills and information essential for their success in the challenging global market. Seminars are typically held at clients’ premises to

assure confidentiality, convenient scheduling and optimum employee participation.

- **Gateway.** PNWA’s Gateway program assists foreign firms considering entry into the U.S. market by providing key information, guidance, facilitation and counsel needed for business success. Gateway offers overseas companies a wide range of deliverables including customized

market research, specific industry profiles, business matchmaking, distributor location, partner identification/screening, negotiations, site selection, and much more. Clients may contact PNWA for a no-obligations consulta-

tion, and engage us for whatever specific services they may require.

Pacific Northwest Advisors enters 2005 with an active menu of ongoing projects and an expanded range of capabilities. The company has added new strength to its team (please see “Who We Are” on the PNWA website) and expanded PNWA’s network of strategic alliances. The PNWA team offers expertise and experience that can make the critical difference for companies, here or abroad, seeking to take the next step in international business.

For more information, please see the PNWA website at www.pnwa.com, or contact Pacific Northwest Advisors Director of Marketing Lew Macfarlane at (206) 542-0972 or by email at tsirlr@mindspring.com.



Company Profile: Waggener Edstrom

A Patron Member of the Trade Alliance

For more than 20 years, some of the most innovative companies in the world have turned to Waggener Edstrom for their public relations campaigns because it is committed to championing its clients' business needs, cultivating relationships, achieving results and navigating global changes. Through its current work with clients such as AMD, Connexion by Boeing, MasterCard, Microsoft, Texas Instruments and T-Mobile, the agency is reinforcing its legacy of providing strategic communication services to dynamic companies.

Waggener Edstrom was ranked by PRWeek in 2004 as the second-largest independently owned agency in the world. Its U.S. headquarters are in Seattle, and its European headquarters are in London. The agency currently has offices in Austin, Texas; Boston; Dallas; Munich, Germany; New York; Paris; Portland, Ore.; San Francisco; Stamford, Conn.; and Washington, D.C.; and it maintains a presence in Los Angeles. The company has set its sights on expanding into Asia this year.

The core agency practice areas include technology, bioscience, corporate communications, con-

opinion leaders and advocacy groups throughout the country and around the world.

On behalf of its clients, Waggener Edstrom is currently reaching out to government and opinion audiences in Washington, D.C., and state capitals, as



WAGGENER EDSTROM
STRATEGIC COMMUNICATIONS

well as communicating with government audiences in South America, Europe and Asia. The team can handle assignments anywhere in the world; geographic reach is defined and limited only by the needs of the clients.

Since starting its public relations practice in 1983, Waggener Edstrom has pioneered now-standard approaches to the field. It has invented new ways of delivering value—information, knowledge and a unique perspective—to the people who drive opinion in the marketplace. Fundamentally, the company uses communications to facilitate the adoption of new ideas and helps persuade audiences to change their opinions and take action.

At the end of the day, Waggener Edstrom's success is tied to that of its clients. Its focus on companies, campaigns and products that bring innovation, discovery or invention to the marketplace has given the agency the privilege of working with many global brands, as well as mid-sized organizations and emerging companies. Waggener Edstrom establishes a strong partnership with each of its clients, and as a result, is able to deliver results that really make a difference to the client's business.

For further information about Waggener Edstrom, go to www.wagged.com.

Through its current work with clients such as AMD, Connexion by Boeing, MasterCard, Microsoft, Texas Instruments and T-Mobile, the agency is reinforcing its legacy of providing strategic communication services to dynamic companies.

sumer marketing and public affairs. In particular, Waggener Edstrom Public Affairs is dedicated to helping clients achieve their business goals and maintain and protect their corporate reputations. The focus is on influencing public debate and policy through outreach with government, policymakers,



TRADE
DEVELOPMENT
ALLIANCE
of
GREATER
SEATTLE

The Trade Development Alliance of Greater Seattle is a partnership of the **City of Seattle, City of Everett, Port of Seattle, Port of Tacoma, Metropolitan King County Government, Snohomish County, Pierce County, organized labor** and the **Greater Seattle Chamber of Commerce**. The Trade Alliance is dedicated to promoting this region as one of North America's premier international gateways and commercial centers. Through cooperative efforts, this coalition of public and private-sector organizations will enlist its members' unique and diverse resources to accomplish this goal.

1301 Fifth Avenue, Suite 2500
Seattle, Washington 98101-2603 U.S.A.
Tel: (206) 389-7301
Fax: (206) 624-5689
www.seattletradealliance.com
Email: tdags@seattlechamber.com

Trade Development Alliance of Greater Seattle
1301 Fifth Avenue, Suite 2500
Seattle, Washington 98101-2603 U.S.A.

PRSRT STD
US POSTAGE
PAID
Permit No. 1031
Seattle, WA